

ORDER

KSNV

OrdersOrder / Rev: **107888**

Alt Order #:

Product Desc: October 2012 Campaign

Estimate:

Flight Dates: 10/17/12 - 11/05/12

Original Date / Rev: 10/15/12 / 10/29/12

Order Type: GENERAL

Primary AE:

Kevin Goodell

Sales Office:

VEGS

Sales Region:

Local

Agency

Name: Letizia Mass Media

Buying Contact:

Billing Contact:

5460 Desert Point Dr.

Las Vegas, NV 89118

Billing Type:

Cash

Billing Calendar:

Broadcast

Billing Cycle:

EOM/EOC

Agency Commission:

15%

AdvertiserName: Committee to Elect Amy Chelini *Revised*

Demographic: A25-54

Product Codes: PLC26

Priority: SELECT PRIORITY CODE

Revenue Codes: POLITICAL/AGY, PCAN, GEN

New Business Thru:

Order Separation:

00:05:00

Advertiser External ID:

Agency External ID:

Bill Plan

Start Date	End Date	# Spots	Gross Amount	Net Amount
10/01/12	10/28/12	33	\$15,800.00	\$13,430.00
10/29/12	11/05/12	34	\$16,425.00	\$13,961.25

Totals

Month	# Spots	Gross Amount	Net Amount	Rating
October 2012	33	\$15,800.00	\$13,430.00	0.00
November 2012	34	\$16,425.00	\$13,961.25	0.00
Totals	67	\$32,225.00	\$27,391.25	0.00

Account Executives

Account Executive	Sales Office	Sales Region	Start Date / End Date	Order %
Kevin Goodell	VEGS	Local	Start Of Order - End Of Order	100%

Ln	Ch	Start	End	Inventory Code	Break	Start/End Time	Days	Len	Spots	Rate	Pri	Rtg	Type	Spots	Amount
N 1	KSNV	10/17/12	10/21/12	Wake Up Early w/ Wagners	CM	430a-5a	--WT---	:30	3	\$200.00	1	0.00	NM	3	\$600.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>			<u>Rate</u>			<u>Rating</u>			
		Week: 10/15/12	10/21/12	--WT---		3			\$200.00			0.00			
N 2	KSNV	10/22/12	11/04/12	Wake Up Early w/ Wagners	CM	430a-5a	MTWT---	:30	5	\$200.00	1	0.00	NM	9	\$1,800.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>			<u>Rate</u>			<u>Rating</u>			
		Week: 10/22/12	10/28/12	MTWT---		5			\$200.00			0.00			
		Week: 10/29/12	11/04/12	MTWT---		4			\$200.00			0.00			
N 3	KSNV	11/05/12	11/05/12	Wake Up Early w/ Wagners	CM	430a-5a	M-----	:30	1	\$200.00	1	0.00	NM	1	\$200.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>			<u>Rate</u>			<u>Rating</u>			
		Week: 11/05/12	11/11/12	M-----		1			\$200.00			0.00			
N 4	KSNV	10/17/12	10/21/12	M-F 5-6a WakeUp w/Wagners	CM	5-6a	--WTF--	:30	3	\$450.00	1	0.00	NM	3	\$1,350.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>			<u>Rate</u>			<u>Rating</u>			
		Week: 10/15/12	10/21/12	--WTF--		3			\$450.00			0.00			
N 5	KSNV	10/22/12	11/04/12	M-F 5-6a WakeUp w/Wagners	CM	5-6a	-----	:30	0	\$450.00	1	0.00	NM	8	\$3,600.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>			<u>Rate</u>			<u>Rating</u>			
		Week: 10/22/12	10/28/12	MTWTF--		4			\$450.00			0.00			
		Week: 10/29/12	11/04/12	-TWTF--		4			\$450.00			0.00			
N 6	KSNV	11/05/12	11/05/12		CM	5-6a	M-----	:30	2	\$450.00	1	0.00	NM	2	\$900.00

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Advertiser: Committee to Elect Amy Chelini
 Product Desc: October 2012 Campaign
 Estimate:

KSNV

Ln	Ch	Start	End	Inventory Code	Break	Start/End Time	Days	Len	Spots	Rate	Pri	Rtg	Type	Spots	Amount
M-F 5-6a WakeUp w/Wag M-F 5-6a WakeUp w/Wagners															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week: 11/05/12		11/05/12	11/11/12	M-----					2	\$450.00		0.00			
N 7	KSNV	10/17/12	10/21/12	M-F 6-7a WakeUp w/Wag M-F 6-7a WakeUp w/Wagners	CM	6-7a	--WTF--	:30	3	\$700.00	1	0.00	NM	3	\$2,100.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week: 10/15/12		10/15/12	10/21/12	--WTF--					3	\$700.00		0.00			
N 8	KSNV	11/01/12	11/02/12	M-F 6-7a WakeUp w/Wag M-F 6-7a WakeUp w/Wagners	CM	6-7a	---TF--	:30	2	\$700.00	1	0.00	NM	2	\$1,400.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week: 10/29/12		10/29/12	11/04/12	---TF--					2	\$700.00		0.00			
N 9	KSNV	11/05/12	11/05/12	M-F 6-7a WakeUp w/Wag M-F 6-7a WakeUp w/Wagners	CM	6-7a	M-----	:30	1	\$700.00	1	0.00	NM	1	\$700.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week: 11/05/12		11/05/12	11/11/12	M-----					1	\$700.00		0.00			
N 10	KSNV	10/17/12	10/19/12	Today Show Today Show	CM	658a-9am	--WTF--	:30	2	\$900.00	1	0.00	NM	2	\$1,800.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week: 10/15/12		10/15/12	10/21/12	--WTF--					2	\$900.00		0.00			
N 11	KSNV	10/22/12	11/04/12	Today Show Today Show	CM	658a-9am	-----	:30	0	\$900.00	1	0.00	NM	3	\$2,700.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week: 10/22/12		10/22/12	10/28/12	MTWTF--					1	\$900.00		0.00			
Week: 10/29/12		10/29/12	11/04/12	MTWTF--					2	\$900.00		0.00			
N 12	KSNV	11/05/12	11/05/12	Today Show Today Show	CM	658a-9am	M-----	:30	2	\$900.00	1	0.00	NM	1	\$900.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week: 11/05/12		11/05/12	11/11/12	M-----					1	\$900.00		0.00			
N 13	KSNV	10/17/12	10/19/12	Noon News Noon News	CM	12-1230pm	--WTF--	:30	2	\$425.00	1	0.00	NM	2	\$850.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week: 10/15/12		10/15/12	10/21/12	--WTF--					2	\$425.00		0.00			
N 14	KSNV	10/22/12	11/04/12	Noon News Noon News	CM	12-1230pm	MTWTF--	:30	3	\$425.00	1	0.00	NM	6	\$2,550.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week: 10/22/12		10/22/12	10/28/12	MTWTF--					3	\$425.00		0.00			
Week: 10/29/12		10/29/12	11/04/12	MTWTF--					3	\$425.00		0.00			
N 15	KSNV	11/05/12	11/05/12	Noon News Noon News	CM	12-1230pm	M-----	:30	1	\$425.00	1	0.00	NM	1	\$425.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week: 11/05/12		11/05/12	11/11/12	M-----					1	\$425.00		0.00			
N 16	KSNV	10/17/12	10/19/12	NEWS 3 at 4 (1 HOUR) 4PM NEWS (1 hour)	CM	4-5pm	--WTF--	:30	2	\$725.00	1	0.00	NM	2	\$1,450.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week: 10/15/12		10/15/12	10/21/12	--WTF--					2	\$725.00		0.00			
N 17	KSNV	10/22/12	11/04/12	NEWS 3 at 4 (1 HOUR) 4PM NEWS (1 hour)	CM	4-5pm	-----	:30	0	\$725.00	1	0.00	NM	5	\$3,625.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week: 10/22/12		10/22/12	10/28/12	MTWTF--					2	\$725.00		0.00			
Week: 10/29/12		10/29/12	11/04/12	MTWTF--					3	\$725.00		0.00			
N 18	KSNV	11/05/12	11/05/12	NEWS 3 at 4 (1 HOUR) 4PM NEWS (1 hour)	CM	4-5pm	M-----	:30	1	\$725.00	1	0.00	NM	1	\$725.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week: 11/05/12		11/05/12	11/11/12	M-----					1	\$725.00		0.00			
N 19	KSNV	10/27/12	11/03/12	Weekend Jeopardy/Whe WKND Jeop/Wheel	CM	630-730pm	-----S-	:30	1	\$525.00	1	0.00	NM	2	\$1,050.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week: 10/22/12		10/22/12	10/28/12	-----S-					1	\$525.00		0.00			
Week: 10/29/12		10/29/12	11/04/12	-----S-					1	\$525.00		0.00			

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 Product Desc: October 2012 Campaign
 Estimate: KSNV

Ln	Ch	Start	End	Inventory Code	Break	Start/End Time	Days	Len	Spots	Rate	Pri	Rtg	Type	Spots	Amount
N19	KSNV	10/27/12	11/03/12	Weekend Jeopardy/Wheel WKND Jeop/Wheel	CM	630-730pm	-----S-	:30	1	\$525.00	1	0.00	NM	2	\$1,050.00
N20	KSNV	10/20/12	11/03/12	News 3 Sunrise - SATURDAY News 3 Sunrise SATURDAY	CM	6a-7a	-----S-	:30	1	\$350.00	1	0.00	NM	3	\$1,050.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
		Week: 10/15/12	10/21/12	-----S-		1				\$350.00		0.00			
		Week: 10/22/12	10/28/12	-----S-		1				\$350.00		0.00			
		Week: 10/29/12	11/04/12	-----S-		1				\$350.00		0.00			
N21	KSNV	10/31/12	11/01/12	Wake Up Early w/ Wagner Wake Up Early Wagners	CM	430a-5a	-----	:30	0	\$50.00	3	0.00	NM	1	\$50.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
		Week: 10/29/12	11/04/12	--WT---		1				\$50.00		0.00			
	<u>Spot</u>	<u>Ch</u>	<u>Date Range</u>	<u>Description</u>		<u>Start/End Time</u>	<u>Weekdays</u>	<u>Length</u>		<u>Rate</u>		<u>Rtg</u>	<u>Type</u>		
	1	KSNV	10/29/12-11/04/12	Wake Up Early w/ Wagners		430a-5a	--WTh----	:30		(\$50.00)		0.00	NM		
		See MG 21.2													
		[NOT AVAILABLE RATE] NOT AVAILABLE RATE													
	2	KSNV	10/31/12-10/31/12	Early Today		4-430am	--W-----	:30		\$50.00		0.00	NM		
		Ⓜ MG for 21.1 10/31													
N22	KSNV	10/29/12	11/04/12	M-F Today Show II 3rd Hour M-F Today Show II	CM	9-10a	-----	:30	0	\$425.00	1	0.00	NM	1	\$425.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
		Week: 10/29/12	11/04/12	MTWTF--		1				\$425.00		0.00			
N23	KSNV	11/05/12	11/05/12	M-F Today Show II 3rd Hour M-F Today Show II	CM	9-10a	-----	:30	0	\$425.00	1	0.00	NM	1	\$425.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
		Week: 11/05/12	11/11/12	M-----		1				\$425.00		0.00			
N24	KSNV	10/29/12	11/04/12	Dr. Phil Dr Phil	CM	3-4p	-----	:30	0	\$450.00	1	0.00	NM	2	\$900.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
		Week: 10/29/12	11/04/12	MTWTF--		2				\$450.00		0.00			
N25	KSNV	10/29/12	11/04/12	Rachael Ray Rachael Ray	CM	11am-12pm	-----	:30	0	\$325.00	1	0.00	NM	1	\$325.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
		Week: 10/29/12	11/04/12	MTWTF--		1				\$325.00		0.00			
N26	KSNV	11/05/12	11/05/12	Rachael Ray Rachael Ray	CM	11am-12pm	-----	:30	0	\$325.00	1	0.00	NM	1	\$325.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
		Week: 11/05/12	11/11/12	M-----		1				\$325.00		0.00			
													Totals	67	\$32,225.00